

ESTTA Tracking number: **ESTTA759296**

Filing date: **07/20/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Blue Cross Blue Shield
Granted to Date of previous extension	07/20/2016
Address	I-20 @ Alpine Road Columbia, SC 29219 UNITED STATES
Party who filed Extension of time to oppose	Blue Cross Blue Shield
Relationship to party who filed Extension of time to oppose	The opposer's name is changed due to a typographical error; Shield should be Shield.

Attorney information	B. Craig Killough Barnwell Whaley P.O. Drawer H Charleston, SC 29402 UNITED STATES bckillough@charleston.net Phone:843-577-7700
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Applicant Information

Application No	86362545	Publication date	03/22/2016
Opposition Filing Date	07/20/2016	Opposition Period Ends	07/20/2016
Applicant	Partnership Marketing Resources, Inc. 8432 Linden Lane Prairie Village, KS 66207 UNITED STATES		

Goods/Services Affected by Opposition

Class 016. First Use: 2006/00/00 First Use In Commerce: 2006/00/00


All goods and services in the class are opposed, namely: Printed guides for providing information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; Printed products, namely, lists featuring information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; Printed products, namely, product guides featuring information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website

addresses for cancer patients, families and friends of cancer patients
<p>Class 042. First Use: 0 First Use In Commerce: 0</p> <p>All goods and services in the class are opposed, namely: software as a service (SAAS) services, namely, hosting software for use by others for use for providing information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; software as a service (SAAS) services featuring software for use by others in providing information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; software as a services (SAAS) services featuring software for use in providing information for individuals on the subject of cancer and healthcare resources for cancer patients, their families and friends</p>
<p>Class 044. First Use: 2006/00/00 First Use In Commerce: 2006/00/00</p> <p>All goods and services in the class are opposed, namely: Providing a website featuring information in the field of the diagnosis and treatment of cancer; Providing a website via a global computer network featuring information in the fields of health, cancer, cancer recovery and survival</p>

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2299160	Application Date	12/09/1996
Registration Date	12/14/1999	Foreign Priority Date	NONE
Word Mark	COMPANION		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1986/08/21 First Use In Commerce: 1986/09/30 computer [hardware and] software for use in [medical office management, medical office management systems,] insurance claim processing, insurance payment processing and health care financing</p> <p>Class 016. First use: First Use: 1986/08/21 First Use In Commerce: 1986/09/30 computer program manuals for [medical office management,] insurance claim processing, insurance payment processing and health care financing</p> <p>Class 036. First use: First Use: 1986/08/21 First Use In Commerce: 1986/09/30 electronic processing of insurance claims and payment data; insurance claims processing; administration of employee benefit plans</p> <p>Class 038. First use: First Use: 1986/08/21 First Use In Commerce: 1986/09/30 electronic transmission of data and documents via computer terminals</p> <p>Class 042. First use: First Use: 1986/08/21 First Use In Commerce: 1986/09/30 computer software design for others; computer consultation</p>		


U.S. Registration No.	2226487	Application Date	04/25/1996
Registration Date	02/23/1999	Foreign Priority Date	NONE

Word Mark	COMPANION
Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1996/08/23 First Use In Commerce: 1996/08/23 medical cost management[; utilization and review services for hospitals and physician hospital organizations] Class 036. First use: First Use: 1996/08/23 First Use In Commerce: 1996/08/23 administration of preferred providers plans in the field of insurance and pre-paid health care; [administration in the field of hospital and physician hospital organizations; administration of patient reimbursement programs] Class 042. First use: First Use: 1996/08/23 First Use In Commerce: 1996/08/23 providing health information; providing medical information

U.S. Registration No.	1566320	Application Date	01/04/1988
Registration Date	11/14/1989	Foreign Priority Date	NONE
Word Mark	COMPANION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1971/05/31 First Use In Commerce: 1984/02/28 INSURANCE ADMINISTRATION AND CONSULTING SERVICES; UNDER-WRITING ACCIDENT, HEALTH, PROPERTY, CASUALTY, DEATH, AND LIFE INSURANCE; [INVESTMENT ADVISORY AND BROKERAGE SERVICES;] INSURANCE AGENCY SERVICES [; FINANCIAL SERVICES, NAMELY, PROVIDING INVESTMENT MANAGEMENT, PENSION PLANS AND RETIREMENT PLANNING SERVICES] Class 042. First use: First Use: 1986/08/21 First Use In Commerce: 1986/09/30 CUSTOM DESIGN OF COMPUTER [] HARDWARE AND SOFTWARE SYSTEMS FOR PROFESSIONAL OFFICES		

U.S. Registration No.	1946380	Application Date	06/17/1994
Registration Date	01/09/1996	Foreign Priority Date	NONE
Word Mark	COMPANION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1984/10/01 First Use In Commerce: 1984/10/01 cost management for health care benefits plans of other; health care containment services; health care cost review services; health care utilization and review services Class 036. First use: First Use: 1991/11/01 First Use In Commerce: 1992/04/01 insurance claims administration Class 042. First use: First Use: 1985/02/01 First Use In Commerce: 1985/02/01 [health maintenance organization]		

U.S. Registration	1054480	Application Date	03/19/1976
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No.			
Registration Date	12/14/1976	Foreign Priority Date	NONE
Word Mark	COMPANION LIFE INSURANCE CO.		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1975/12/03 First Use In Commerce: 1976/02/10 INSURANCE UNDERWRITING SERVICES SPECIALIZING IN LIFE, ACCIDENT AND HEALTH INSURANCE		

U.S. Registration No.	4818199	Application Date	04/02/2012
Registration Date	09/22/2015	Foreign Priority Date	NONE
Word Mark	CLOUD COMPANION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2013/03/31 First Use In Commerce: 2013/03/31 Application service provider, namely, hosting applications and software of others in the field of healthcare through community and private networks; Computer services, namely, the delivery of hostingservices through IaaS, PaaS, ITaaS and SaaS service models		

Attachments	75210674#TMSN.png(bytes) 73080767#TMSN.png(bytes) 85586335#TMSN.png(bytes) NOTICE OF OPPOSITION.pdf(265191 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/B. Craig Killough/
Name	B. Craig Killough
Date	07/20/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

BLUE CROSS AND BLUE SHIELD OF SOUTH CAROLINA)	NOTICE OF OPPOSITION
)	
Opposer)	
)	
v.)	Opposition No:
)	
PARTNERSHIP MARKETING RESOURCES, INC.)	
)	
Applicant)	
<hr style="border: 0.5px solid black;"/>		

Opposer, Blue Cross and Blue Shield of South Carolina ("Blue Cross"), a South Carolina Corporation, located and doing business at I-20 at Alpine Road, Columbia, South Carolina 29219, believes that it will be harmed and damaged by registration of the mark shown in Application Serial No. 86/362,545, and hereby opposes same.

Description of Applicant's Application: Filed pursuant to Lanham Act 1(b) on August 11, 2014, for the mark YOUR CANCER COMPANION as Serial No. 86/362,545. The mark was published for opposition in the Official Gazette dated March 22, 2015 for:

Goods in Class 16, Printed guides for providing information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; Printed products, namely, lists featuring information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families

and friends of cancer patients; Printed products, namely, product guides featuring information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients;

Services in Class 42, for software as a service (SAAS) services, namely, hosting software for use by others for use for providing information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; software as a service (SAAS) services featuring software for use by others in providing information on physicians, medical service providers, prostheses, wigs, clothing and fashion accessories, counseling services, hospice care, legal assistance, recommended reading and website addresses for cancer patients, families and friends of cancer patients; software as a services (SAAS) services featuring software for use in providing information for individuals on the subject of cancer and healthcare resources for cancer patients, their families and friends; and

Services in Class 44, Providing a website featuring information in the field of the diagnosis and treatment of cancer; Providing a website via a global computer network featuring information in the fields of health, cancer, cancer recovery and survival, as more fully identified in said Application of Applicant.

As grounds of opposition, it is alleged that:

1. Opposer Blue Cross is the owner of United States Patent and Trademark Office Registration Number 2,299,160 for the mark COMPANION®, as used to identify computer software for use in insurance claim processing, insurance payment processing and health care financing; computer program manuals for insurance claim processing, insurance payment processing and health care financing; electronic processing of insurance claims and payment data; insurance claims processing; administration of employee benefit plans; electronic transmission of data and documents via computer terminals; computer software design for others; computer consultation; said mark was registered on the Principal Register on December 14, 1999, based on an application filed in the United States Patent and Trademark Office on December 9, 1996; both of said dates are prior to the date of filing of Applicant's application for registration. Said registered mark of Opposer is valid and subsisting and is prima facie evidence of Opposer's exclusive right to use said mark in commerce on the services specified in said registration. TESS records showing the current status and title of the registration are appended as Exhibit A and incorporated herein by reference.

2. Opposer Blue Cross is the owner of United States Patent and Trademark Office Registration Number 2,226,487 for the mark COMPANION®, as used to identify medical cost management; providing health information; providing medical information; said mark was registered on the Principal Register on February 23, 1999, based on an application filed in the United States Patent and Trademark Office on April 25, 1996; both of said dates are prior to the date of filing of Applicant's application for registration. Said registered mark of Opposer is valid and subsisting and is prima facie evidence of Opposer's exclusive right to use said mark in commerce on the services specified in said

registration. TESS records showing the current status and title of the registration are appended as Exhibit B and incorporated herein by reference.

3. Opposer Blue Cross is the owner of United States Patent and Trademark Office Registration Number 1,566,320 for the mark COMPANION®, as used to identify, *inter alia*, insurance administration and consulting services, underwriting accident, health, property, casualty, death and life insurance; said mark was registered on the Principal Register on November 14, 1989, was based on an application filed in the United States Patent and Trademark Office on January 4, 1988; both of said dates are prior to the date of filing of Applicant's application for registration. Said registered mark of Opposer is valid and subsisting and is prima facie evidence of Opposer's exclusive right to use said mark in commerce on the services specified in said registration. TESS records showing the current status and title of the registration are appended as Exhibit C and incorporated herein by reference.

4. Opposer Blue Cross is the owner of United States Patent and Trademark Office Registration Number 1,946,380 for the mark COMPANION®, as used to identify cost management for health care benefits plans of other, health care containment services, health care cost review services, health care utilization and review services; and insurance claims administration; said mark was registered on the Principal Register on January 9, 1996, was based on an application filed in the United States Patent and Trademark Office on June 17, 1994; both of said dates are prior to the date of filing of Applicant's application for registration. Said registered mark of Opposer is valid and subsisting and is prima facie evidence of Opposer's exclusive right to use said mark in commerce on the services specified in said registration. TESS records showing the current status and title of the registration are appended as Exhibit D and incorporated

herein by reference.

5. Opposer Blue Cross is the owner of record of United States Patent and Trademark Office Registration Number 1,054,480 for the mark COMPANION LIFE INSURANCE CO. (PLUS DESIGN), as used to identify insurance underwriting services specializing in life, accident and health insurance which was registered on the Principal Register on December 14, 1976, based on an application filed in the United States Patent and Trademark Office on March 19, 1976; both of said dates are prior to the date of filing of Applicant's application for registration. Said registered mark of Opposer is valid and subsisting and is prima facie evidence of Opposer's exclusive right to use said mark in commerce on the services specified in said registration. TESS records showing the current status and title of the registration are appended as Exhibit E and incorporated herein by reference.

6. Opposer Blue Cross is the owner of United States Patent and Trademark Office Registration No. 4,818,199 for the mark CLOUD COMPANION, as used to identify application service provider, namely, hosting applications, and software of others in the field of healthcare through community and private networks; computer services, namely, the delivery of hosting services through IaaS, PaaS, ITaaS and SaaS service models which was registered on the Principal Register on September 22, 2015 based upon an application was filed in the United States Patent and Trademark Office on April 2, 2012, which was before the filing date of Applicant's Application. TESS records showing the current status and title of the registration are appended as Exhibit F and incorporated herein by reference.

7. Opposer's goods and services, identified by marks comprising the word COMPANION, and sold in commerce by subsidiaries of Opposer under Opposer's control, include the provision of printed materials, websites and software that provide information in the fields of healthcare and medical goods and services, and the goods and services of Opposer are directed to consumers of healthcare and medical goods and services. The goods and services identified in Applicant's Application are directed to the same markets as goods and services sold by subsidiaries of Opposer that are under Opposer's control.

8. In view of the similarity of the respective marks and the related nature of the goods and services of the respective parties, Applicant's mark YOUR CANCER COMPANION so resembles Opposer's COMPANION marks previously used in the United States, and not abandoned, as to be likely to cause confusion, or to cause mistake, or to deceive.

9. Opposer Blue Cross and the public will be harmed if the Registration sought by Applicant issues to Applicant as a result of a likelihood of confusion as to the source of the goods.

WHEREFORE, Opposer prays that Registration pursuant to Application Serial No. 86/362,545 be refused, and that this Opposition be sustained in favor of Opposer.

BARNWELL WHALEY PATTERSON & HELMS, LLC

By: /B. Craig Killough/
B. Craig Killough
Attorneys for Opposer
PO Drawer H
Charleston, SC 29402
(843) 577-7700

EXHIBIT A



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COMPANION

Word Mark	COMPANION
Goods and Services	IC 009. US 021 023 026 036 038. G & S: computer [hardware and] software for use in [medical office management, medical office management systems,] insurance claim processing, insurance payment processing and health care financing. FIRST USE: 19860821. FIRST USE IN COMMERCE: 19860930 IC 016. US 002 005 022 023 029 037 038 050. G & S: computer program manuals for [medical office management,] insurance claim processing, insurance payment processing and health care financing. FIRST USE: 19860821. FIRST USE IN COMMERCE: 19860930 IC 036. US 100 101 102. G & S: electronic processing of insurance claims and payment data; insurance claims processing; administration of employee benefit plans. FIRST USE: 19860821. FIRST USE IN COMMERCE: 19860930 IC 038. US 100 101 104. G & S: electronic transmission of data and documents via computer terminals. FIRST USE: 19860821. FIRST USE IN COMMERCE: 19860930 IC 042. US 100 101. G & S: computer software design for others; computer consultation. FIRST USE: 19860821. FIRST USE IN COMMERCE: 19860930
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75210674
Filing Date	December 9, 1996
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 21, 1999
Registration Number	2299160
Registration Date	December 14, 1999
Owner	(REGISTRANT) Blue Cross and Blue Shield of South Carolina CORPORATION SOUTH CAROLINA I-20 at Alpine Road Columbia SOUTH CAROLINA 29219
Attorney of Record	B CRAIG KILLOUGH
Prior Registrations	1566320;1946386
Type of Mark	TRADEMARK. SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20091219.
Renewal	1ST RENEWAL 20091219
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark	COMPANION
Goods and Services	IC 035. US 100 101 102. G & S: medical cost management[; utilization and review services for hospitals and physician hospital organizations]. FIRST USE: 19960823. FIRST USE IN COMMERCE: 19960823 IC 036. US 100 101 102. G & S: administration of preferred providers plans in the field of insurance and pre-paid health care; [administration in the field of hospital and physician hospital organizations; administration of patient reimbursement programs]. FIRST USE: 19960823. FIRST USE IN COMMERCE: 19960823 IC 042. US 100 101. G & S: providing health information; providing medical information. FIRST USE: 19960823. FIRST USE IN COMMERCE: 19960823
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75093989
Filing Date	April 25, 1996
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 6, 1997
Registration Number	2226487
Registration Date	February 23, 1999
Owner	(REGISTRANT) Blue Cross and Blue Shield of South Carolina CORPORATION SOUTH CAROLINA I-20 at Alpine Road Columbia SOUTH CAROLINA 29219
Attorney of Record	B CRAIG KILLOUGH
Prior Registrations	1566320;1946380
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090814.
Renewal	1ST RENEWAL 20090814
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark COMPANION

Goods and Services IC 036. US 100 101 102. G & S: INSURANCE ADMINISTRATION AND CONSULTING SERVICES; UNDERWRITING ACCIDENT, HEALTH, PROPERTY, CASUALTY, DEATH, AND LIFE INSURANCE; [INVESTMENT ADVISORY AND BROKERAGE SERVICES;] INSURANCE AGENCY SERVICES [; FINANCIAL SERVICES, NAMELY, PROVIDING INVESTMENT MANAGEMENT, PENSION PLANS AND RETIREMENT PLANNING SERVICES]. FIRST USE: 19710531. FIRST USE IN COMMERCE: 19840228

IC 042. US 100 101. G & S: CUSTOM DESIGN OF COMPUTER [] HARDWARE AND SOFTWARE SYSTEMS FOR PROFESSIONAL OFFICES. FIRST USE: 19860821. FIRST USE IN COMMERCE: 19860930

Mark Drawing Code (1) TYPED DRAWING

Serial Number 73703742

Filing Date January 4, 1988

Current Basis 1A

Original Filing Basis 1A

Published for Opposition August 22, 1989

Registration Number 1566320

Registration Date November 14, 1989

Owner (REGISTRANT) BLUE CROSS AND BLUE SHIELD OF SOUTH CAROLINA CORPORATION SOUTH CAROLINA I-20 AT ALPINE ROAD COLUMBIA SOUTH CAROLINA 29219

Attorney of Record B. Craig Killough

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20091114.

Renewal 1ST RENEWAL 20091114

Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	COMPANION
Goods and Services	IC 035. US 100 101 102. G & S: cost management for health care benefits plans of other; health care containment services; health care cost review services; health care utilization and review services. FIRST USE: 19841001. FIRST USE IN COMMERCE: 19841001 IC 036. US 100 101 102. G & S: insurance claims administration. FIRST USE: 19911101. FIRST USE IN COMMERCE: 19920401 (CANCELLED) IC 042. US 100 101. G & S: [health maintenance organization]. FIRST USE: 19850201. FIRST USE IN COMMERCE: 19850201
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74538906
Filing Date	June 17, 1994
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 17, 1995
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1946380
Registration Date	January 9, 1996
Owner	(REGISTRANT) Blue Cross and Blue Shield of South Carolina CORPORATION SOUTH CAROLINA I-20 at Alpine Road Columbia SOUTH CAROLINA 29219
Attorney of Record	B. Craig Killough
Prior Registrations	1566320
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160317. PARTIAL SECTION 8(10-YR) 20060412.
Renewal	2ND RENEWAL 20160317
Live/Dead Indicator	LIVE

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Word Mark	COMPANION LIFE INSURANCE CO.
Goods and Services	IC 036. US 102. G & S: INSURANCE UNDERWRITING SERVICES SPECIALIZING IN LIFE, ACCIDENT AND HEALTH INSURANCE. FIRST USE: 19751203. FIRST USE IN COMMERCE: 19760210
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.01.33 - Grotesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures 02.05.26 - Children - grotesque children formed by letters, numbers, punctuation or geometric shapes 02.07.26 - Groups, grotesque (having human features or attributes) 04.07.03 - Geometric figures or combinations of geometric figures representing a person; Geometric figures representing a person; Geometric shapes forming a person; Person formed by geometric shapes 24.13.25 - Cross, ankh; Cross, Maltese; Other crosses, including ankh, Maltese
Serial Number	73080767
Filing Date	March 19, 1976
Current Basis	1A
Original Filing Basis	1A
Registration Number	1054480
Registration Date	December 14, 1976
Owner	(REGISTRANT) COMPANION LIFE INSURANCE COMPANY CORPORATION SOUTH CAROLINA I-20 AND ALPINE ROAD COLUMBIA SOUTH CAROLINA 29219 (LAST LISTED OWNER) BLUE CROSS AND BLUE SHIELD OF SOUTH CAROLINA CORPORATION SOUTH CAROLINA I-20 AT ALPINE ROAD COLUMBIA SOUTH CAROLINA 29219
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	B CRAIG KILLOUGH
Disclaimer	WITHOUT RELINQUISHING ANY COMMON LAW RIGHTS, APPLICANT DISCLAIMS THE WORDS "LIFE INSURANCE CO." APART FROM THE MARK AS SHOWN.
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070112.
Renewal	2ND RENEWAL 20070112
Live/Dead Indicator	LIVE

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EXHIBIT F



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CLOUD COMPANION

Word Mark	CLOUD COMPANION
Goods and Services	IC 042. US 100 101. G & S: Application service provider, namely, hosting applications and software of others in the field of healthcare through community and private networks; Computer services, namely, the delivery of hosting services through IaaS, PaaS, ITaaS and SaaS service models. FIRST USE: 20130331. FIRST USE IN COMMERCE: 20130331
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85586335
Filing Date	April 2, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 4, 2012
Registration Number	4818199
Registration Date	September 22, 2015
Owner	(REGISTRANT) Blue Cross and Blue Shield of South Carolina CORPORATION SOUTH CAROLINA I-20 at Alpine Road Columbia SOUTH CAROLINA 29219
Attorney of Record	B. Craig Killough
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLOUD" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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CERTIFICATE OF SERVICE

MARK: YOUR CANCER COMPANION

Application No.: 86/362,545

I hereby certify a copy of the Notice of Opposition has been served via U.S. Mail, upon Applicant, Partnership Marketing Resources, Inc. at the following address:

Cheryl L. Burbach
Hovey Williams LLP
10801 Mastin Blvd Ste 1000
Overland Park, KS 66210

with a copy via email to:

tmddocketing.burbach@hoveywilliams.com
jmashburn@hoveywilliams.com

On this 20th day of July, 2016



Michelle Mansour
Paralegal to
B. Craig Killough, Esq.
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Charleston, SC 29402
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